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June 4, 2007

AdSense Goes Glam



Glam Media

has let it be known they've inked a multi-year deal with Google. The deal feels so glamorous, in fact, that announcement [dominates the home page](#) of the women's lifestyle site. Could this mean Google's now a fashion accessory in addition to everything else?

Google will become Glam's exclusive Web search provider, as well as deliver contextual AdSense ads to the property.

"Our strategy is to provide our audiences and advertisers with the most integrated and contextual entertainment experience possible, and our collaboration with Google provides additional and different contextual ad opportunities for advertisers," said Glam Media Chairman and CEO Samir Arora in a statement.

The #2 women's property after iVillage, Glam claims 12 million unique monthly visitors.

Posted by Rebecca Lieb at June 4, 2007 10:34 AM

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